

City of Chattanooga, TN
Personnel Class Specification

CLASS CODE 1812

FLSA: Non-Exempt

CLASSIFICATION TITLE: PUBLIC RELATIONS SPECIALIST

PURPOSE OF CLASSIFICATION

The purpose of this classification is to create and coordinate production of public information materials for the Air Pollution Control Bureau and to perform various public relations and administrative duties as assigned.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Creates brochures, flyers, posters, annual reports, and other materials for the Bureau; duties include performing graphics and lay-out design work, writing and editing copy, taking photographs, and coordinating printing of materials.

Serves as liaison to the news media by preparing and disseminating press releases, answering questions, and responding to information requests from newspapers, radio and television stations.

Performs various public relations duties including preparing speeches for Bureau Director and staff, videotaping teleconferences, and preparing slide shows and public information displays.

Files and maintains graphic design materials, photographs, slides, printed materials and other information.

Represents the Bureau at various conferences, workshops and public functions.

Clips, posts and circulates news articles and other materials to Bureau staff.

Performs various administrative duties including preparing and maintaining the Bureau's policy manual, preparing budgets, writing grant proposals, coordinating staff training, and composing letters and reports for staff.

Performs personnel administration duties including, but not limited to, preparing job vacancy announcements, reviewing and screening applications, scheduling applicant interviews, scheduling physicals and assisting with the orientation and processing of new hires.

Attends Bureau staff meetings and other meetings.

ADDITIONAL FUNCTIONS

Performs other related duties as required.

MINIMUM QUALIFICATIONS

Bachelor's degree in communications, journalism, or closely related field; supplemented by one (1) to two (2) years previous experience and/or training involving public relations, graphics design and related work; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid Tennessee driver's license.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

Human Interaction: Requires the ability to apply principles of persuasion and/or influence over others in a supervisory capacity.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

Chattanooga, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.